

NOVEMBER

2021

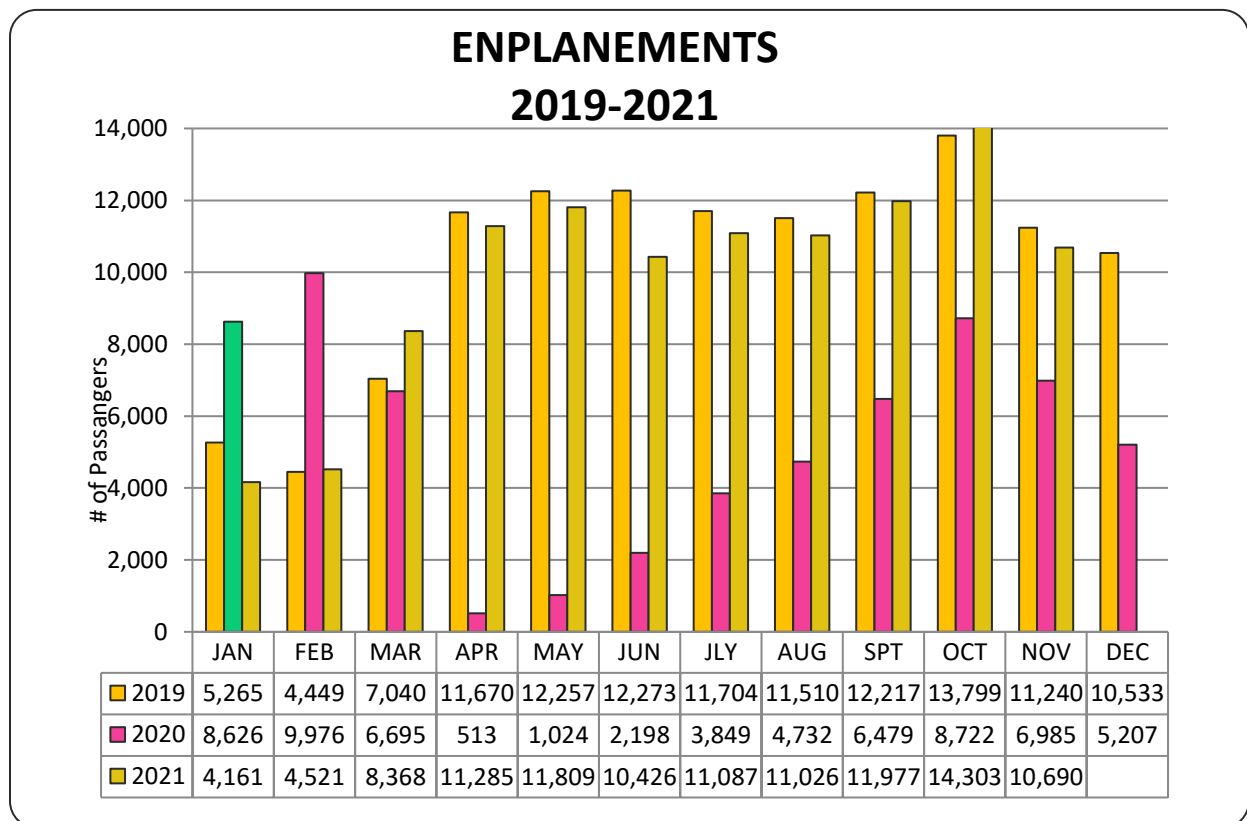


AIRPORT STATS:

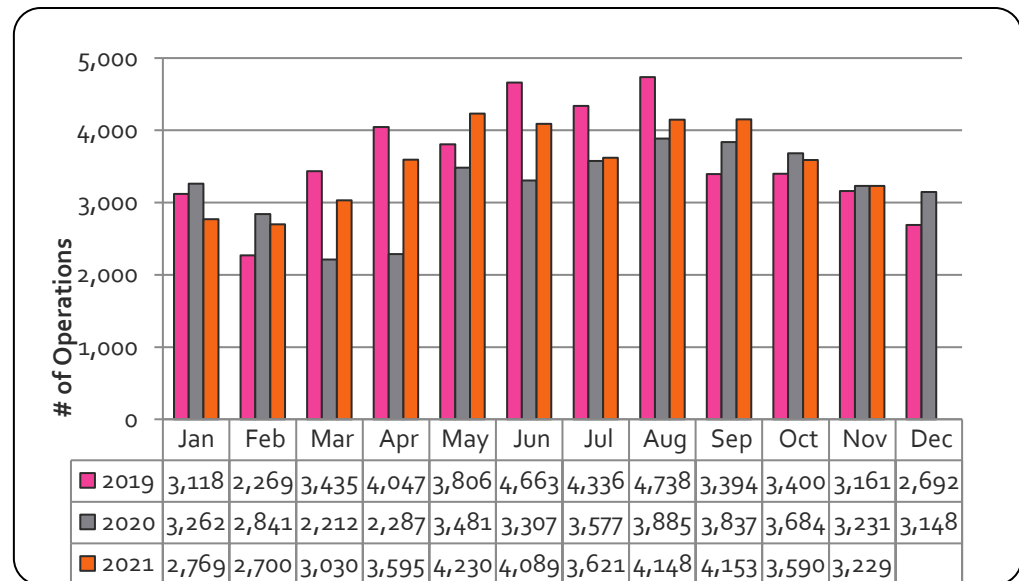
Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

ENPLANEMENTS assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

- **10,690 total enplanements for NOVEMBER**...great seeing the continual uptick in flying patrons.
- 11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – **Please Fly Flagstaff First!**



OPERATIONS, which is either one take-off or one landing, show just how busy the airport is from month to month. **Total was 3,229 which beat 2019 and flat to 2020.**



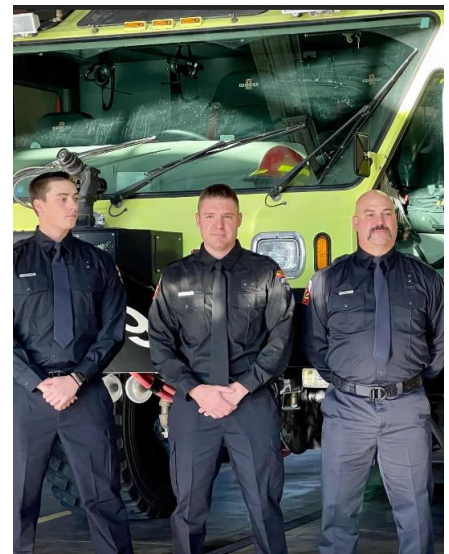
AIRPORT MARKETING ONGOING: Advertisements shared locally in printed publications and outward facing to Denver and Dallas markets.



FEDERAL AVIATION ADMINISTRATION (FAA): Phoenix Airport District Office Manager visited the airport this month. He toured the site of the new Snow Removal Equipment Building with concerns about the overall cost. His visit helped him envision the amount of site prep work and what that would cost. The site prep is approximately one third of the overall cost. He will re commend we get a third party estimate for building costs to confirm the overall costs for this project.

AIRCRAFT RESCUE & FIRE FIGHTING (ARFF) BADGING CEREMONY: Tanner Caputo, Mathew Beckham, Greg Jay (pictured to the right) finished their ARFF required training and received their badges. YAY!

MOUNTAIN LION BUS ROUTE DISCUSSION: Airport Staff sat virtually on the Mountain Line Technical Advisory Committee and their monthly Board Meeting where one of the topics was a possible bus route from downtown Flagstaff to the



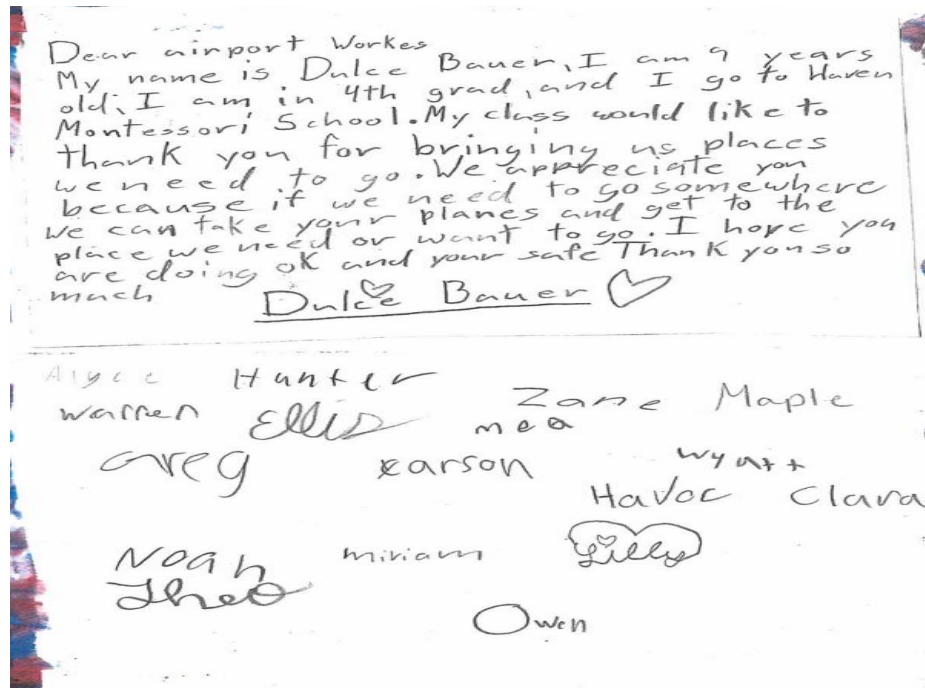
future Northern Arizona Healthcare location and to the airport. There will be ongoing conversation with all parties.

AIRPORT DRAINAGE STUDY: The Airport Drainage study kicked off this month. Mead & Hunt, the selected engineering firm, toured drainage channels at the airport and collected documents to help them begin the project. The timeline is with a 12-18-month completion date. This project is grant funded and will assist the airport with planning for future projects.

AIRPORT PAID PARKING ORDINANCE WORKSESSION: Staff presented at a November Council Worksession to share more about the second parking lot being constructed at the airport will provide the airport and our patrons. Staff also began preparing to go before Council in December on 12/7 and 12/28 to have the first and second reads of the paid parking rates and overall program.

AIRPORT THANK YOU!!!:

A group of students from Montessori School came to the airport this month. They enjoyed what they learned and sent a follow up thank you.



PARKFLAG:

Enforcement Update:

ParkFlag completed the implementation of automatic citation escalations in our enforcement software. This new component automatically issues the correct "Failure-to Pay the Meter" citation using all information including warnings and voids. It will help ease the process of issuing citations and removes the chance for human error that could sometimes occur.

Operational Update:

DT EMPLOYEE PERMIT OUTREACH: ParkFlag is currently working with Passport, our back-office software company, to change wording in the customer portal. The new wording will introduce the idea of "How to be a VIP Commuter." Downtown employees will be able to purchase their Employee Permit online and fill out an application for a free ECO pass. This gives employees the option to drive and park when needed or take the bus which is always encouraged. *This program is in collaboration with Mountain Lion Marketing, Downtown Business Alliance, and the City of Flagstaff.*

MUNICIPAL COURT SITE KIOSK: ParkFlag team members installed a pay-station kiosk at the new parking lot located on the old Municipal Court site. We are waiting for sign installations before we enforce, but the lot is ready for parking!!!

ADA ASSISTANCE: ParkFlag met with code enforcement to discuss the safety issues caused by lack of lighting in the ADA lot located on N. Leroux St. After the discussion, staff decided to ensure that all lights are operational before moving forward with the consideration of new lighting. Any decisions made will be Dark Sky compliant. More to come!



Community Update:

RESIDENT ASSISTANCE:

- ParkFlag, in cooperation with traffic engineering, painted a red curb on N. Verde. This newly painted red curb will deter parkers from blocking access to a front walk/sidewalk at the residence located on Verde. This came as a request from traffic engineering and the resident.
- Engineering and Park Flag walked and measured the area and agreed the red curb would not affect the available parking in the Residence Zone. It also provided excellent customer service by filling the need for our resident.



TREE CARE: ParkFlag, in cooperation with Beatification Arts and Sciences, has recruited the help of a local high school student to water the trees located on Aspen and in Heritage Square. The volunteer opportunity is fulfilling community service hour needs for her Economics Class at Coconino High School and is helping with the beatification of Downtown Flagstaff.

BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECTS: BONITO STREET GARDEN, HOLIDAY DECORATIONS, TRAFFIC SIGNAL CABINET WRAPS

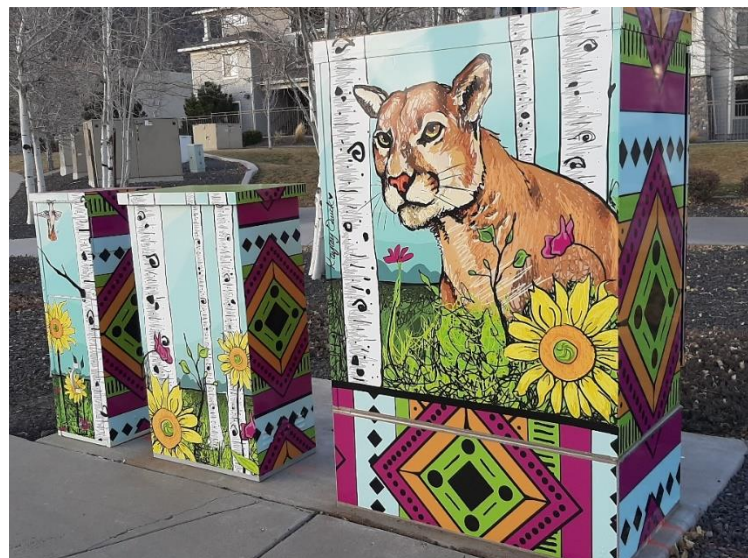
HOLIDAY DECORATIONS: Beautification-sponsored Holiday elements are installed for the season, including the large lit ornament at the Fourth Street Gateway, a large ribbon piece that lights up outside the Mall, 30 wreaths downtown with twinkling lights, and over 20 lit small spruce trees downtown and on the Southside! Beautification brings cheer in partnership with Parks, Discover Flagstaff, and the Downtown Business Alliance.

BONITO STREET COMMUNITY GARDEN IMPROVEMENTS: [TerraBirds](#), a local youth education group, received one of our [Beautification in Action](#) grants this year. These mini grants are for community-led initiatives up to \$4500.

Recent TerraBirds activities at the garden include a new sign painted by Robert Chambers (right photo below), removing a huge invasive Siberian elm tree, fixing the shed that was in derelict condition – the side facing the street will become an educational mural, purchasing locally-milled logs to create garden terraces, planting native perennials, and Tuesday morning educational programming with Killip Elementary kids.



TRAFFIC SIGNAL/UTILITY BOX ART WRAPS: Artwork by Dana Kamberg inspired by the history of African American lumberjacks in Flagstaff (see below, left) was installed at Butler and Beaver. Local artist and high school teacher Kayley Quick's art now graces the corner of Market Place and Mall Way! Kayley incorporated the mountain lion as a symbol of strength and resiliency, given the hard year we have faced globally. See image below, right. Real mountain lions have been spotted near this area as well, such as from nearby hiking trails.



PROJECT UPDATES

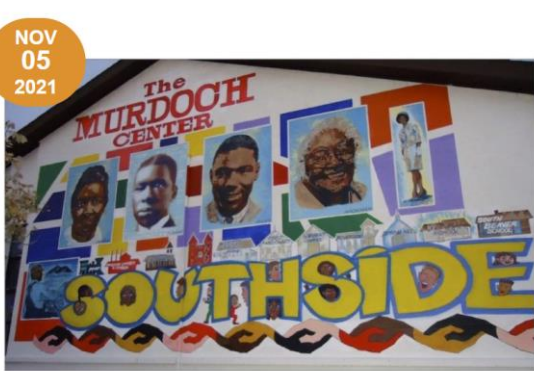
- **Airport Parking Lot Art:** The title of the artwork, *Coconino Scroll*, and a narrative description were created. The project will be presented to Council as a discussion item in December.
- **Downtown Connection Center Artwork:** Interviews were conducted for the architect of record and the team created a schedule for art glass integration to the new Connection Center building. Materials were submitted for the Planning and Zoning Commission meeting on November 24.
- **Flower Project:** A revised scope was completed and sent to the vendor for an updated estimate. The contract for 2022 will be presented to Council in January.
- **Library Entry:** On-site review with upper management of two final color schemes for book sculptures. Design team met to address all outstanding details for City Plan Review submittal for the project. Staff presented project art updates to BPAC. Construction documents were submitted for plan review.
- **Lone Tree Aesthetics:** Met with city consultants on inclusion of public art process in their design work focusing on community input, review by BPAC, and potentially adding a public artist to the design team as a sub to one of the consultants. A community survey was drafted for team input to be posted on Community Forum. The goal of the survey is to tap into community feelings and hopes about this location.
- **Route 66 Monuments:** IDS reviewed the plan submittal for the monuments and approved it. The contractor is starting on construction documents for review and approval by the City.

PROGRAMS & OUTREACH:

- **Beautification in Action Grants:** Staff met with Michael Moore Native Medicinal Plant Garden volunteers to discuss ideas for the March deadline. The grant guideline packet was updated. Staff also met with the Rotary Club about their application approved by BPAC with final design approval by BPAC.
- **Creative Flagstaff Grant Committee Meeting:** Staff attended grant committee meetings to learn more about the micro grants for their new technical resources center and to determine direction for some of next year's grants.
- **Memorial Discussion:** Staff met with Councilmember Shimoni to provide information and background on successful memorial projects as per his request. The community is considering at least one memorial the Councilmember is interested in and that our programs may assist at some point.
- **Murdoch Center Mural Unveiling:** Staff attended an event to celebrate new murals on the Center funded largely through City Bed, Board and Beverage tax funds.
- **National Art Map through the Western States Arts Federation (WESTAF):** Staff began compiling information to share some of our flagship public art projects through a national digital art map offered by WESTAF. This will eventually replace the need for a digital City art map (while keeping our printed and online pdf Flagstaff-specific art map that is updated about every 5 years).

HIGHLIGHTED ACTIVITY FROM A LOCAL NONPROFIT SUPPORTED BY BBB TAX FUNDS:

Friday, November 5, the Murdoch Center hosted a mural unveiling as part of First Friday Art Walk! Event is from 6:00 – 8:00 p.m. The mural restoration and new murals were primarily funded by the City Beautification, Arts and Sciences Program. For more information, visit [here](#).



Join the Southside Community Association at the Murdoch Center on Friday, November 5 for our First Friday Art Walk and Cleo Murdoch Murals Unveiling!

The Murdoch Community Center

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

ATTRACTION EFFORTS:

- *UACJ Whitehall Industries* – Continues to grow their team and make additional improvements to the former Walgreens location. They are continuing to ship products to their partners and are receiving additional machinery to ramp up production. Whitehall has requested City staff to begin looking for additional space as they already foresee an expansion on the horizon.
- *Pipe Trades Association* – Staff hosted a site tour with Pipes Trade Association last month and exposed them to several potential locations. This association hopes to sign a lease soon in Flagstaff. This organization helps develop skills in a variety of trades including welding, machining, etc. They will help supply additional skilled professionals for the construction industry to assist with the numerous large development projects on the horizon.
- *To Be Announced (Soon!)* – ECoNA, NAU, and the City have been holding discussions with a large sports-based organization. The hope is that this organization will provide an additional attraction-based opportunity for our residents and tourists. This client has requested a certain level of confidentiality, but we hope to provide additional information in the very near future.
- *To Be Announced (Soon!)* – Staff coordinated a pre-application meeting with the Community Development Division for a new business that is interested to break into the Flagstaff market. This new business will hopefully take the place of the long vacant property in front of the westside Safeway, which was formerly a Giant Gas Station. The pre-application meeting was described as very helpful by the participants, and they look forward to arriving in Flagstaff.
- *To Be Announced (Mid-Term)* – Staff has been working with a franchise owner to bring a new business to Flagstaff. The franchisee has stated interest in the former Sizzler building on the east side of town. This deal has not been finalized and unfortunately this is all I can share with you all at this time. Stay tuned!

AIRPORT 31.45 ACRE PARCEL: The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating a ground lease agreement. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport. A Discussion related to this ground lease agreement is currently scheduled for the Dec. 28th Council meeting with a potential vote to follow on Jan. 4th.

OTHER ATTRACTION HIGHLIGHTS:

- The Economic Development Team conducted a 'Year in Review' presentation for Council at the end of November. This presentation covered a variety of topics, updates, and successes related to economic development. To view the presentation please click [here](#).
- Staff has been meeting with Placer.AI regularly over the past month to learn how to take advantage of all their software's capabilities. Placer.AI is taking the place of Buxton which was the City's former consumer data tracking software. This new software also appears to have potential to assist our regional planning efforts and staff is exploring this opportunity.
- ECoNA and the City plan to attend the ICSC conference at the beginning of December. ICSC will be an excellent conference to gain additional retail, restaurant, and hospitality-based leads to help attract these types of businesses to our community.
- TWO HANDS – Is a new restaurant that has a fun take on the classic corn dog. They are expected to open at Aspen Sawmill by the end of this year and I can tell you from my own experience this will be something you have to try!
- A complete list of all the ongoing and scheduled development in Flagstaff can be found [here](#). This Development Status Report was updated this August by our Community Development Division.

BUSINESS RETENTION & EXPANSION:

MARKETING:

BUSINESS FACILITIES MAGAZINE: BR&E Manager and Business Attraction Manager continue to collaborate to tell the stories of business opportunities of Flagstaff to help businesses grow or to locate and grow in this community. Kinney Construction Services recently posted one of the Business Facilities Magazine articles on their own website which was an encouraging sign in response to our marketing efforts.



PROJECT UPDATES:

ECoNA BR&E TEAM: The ECoNA BR&E Team is scheduled to hold a year in review meeting to discuss the highs and lows of 2021 and to chart a course through 2022.

WEBSITE CONTRACT: The recent request for programmatic approaches for maintenance of the ChooseFlagstaff.com website produced zero responses. Staff will need to look at budgets as the feedback received so far indicates that typical monthly rates for such services exceed our budget.

PROGRAM UPDATES:

BUSINESS RETENTION AND EXPANSION INCENTIVE: Contracts have been sent to Katalyst Space Technologies and Dark Sky Brewing both businesses having successfully applied to the program and will be awarded through the Business Retention and Expansion Incentive program.

ADAPTIVE REUSE PROGRAM: Staff consulted with a resident who is starting a business and who is interested in learning about city programs. Receipt of their application will bring the total number of businesses served by the program to four Flagstaff businesses.



LIBRARY MONTHLY STATS: From OCTOBER and NOVEMBER 2021...

VALUE OF USING THE LIBRARY: Our new Integrated Library System (ILS) enables us to run a report calculating the value of the library to our patrons each month. The report totals the retail cost of each item any patron checked out.

	October	November	Difference
Unique Borrowers	4,059	3,774	-7.0%
Total Circulation	27,534	25,586	-7.1%
Reference Help	2,921	2,868	-1.8%
Door Count	15,975	14,151	-11.4%
Computer Sessions	1,938	1,740	-10.2%

Here are the November values:

- Main Library: \$308,926
- East Flagstaff Community Library: \$133,673

E-MATERIALS DIVERSITY AUDIT: Overdrive, one of our e-materials vendors conducted a diversity audit of our collection. This report highlighted how we are doing it providing diverse e-books and e-audiobooks for our patrons. It also included purchasing lists we could use to focus our spending to better our collection. Staff is doing targeted ordering of titles that are not currently in our collection, based on audit results and material reviews.

ARPA STEAM FOR ARIZONA LIBRARIES: The Reference Department applied for and was awarded seven STEAM kits from the Arizona State Library to use for patron checkout and library programs. The kits include: Keva Blocks, Media Studio Production, Microscope, Smartphone Document Camera Stand/Microscope, Snap Circuits, Turing Tumble, and Travel Telescope.

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) ACTIVITIES: We gave out 44 Halloween BINGO cards to kids and teens, which they exchanged completed for a bag of treats! We also gave out 50 activity kits to create wire mummies. A regular patron and local teacher, Therese, picked up a few Activity Kits to do with her students. She put an entire lesson together on mummies then had her students make them. The kids loved it!



EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) BOYS & GIRLS CLUB OUTREACH: Staff visited the Boys & Girls Club for outreach Storytime to 35 mixed-aged kiddos. It was a fun event!

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) TOUR: A group of middle-school students from MEMS visited our library. They left us the following review on Google: "Big thanks to Shay and the staff at the East Flag Community Library for hosting the English language learners from Mt. Elden Middle School. Lots of new kids now know how to use all the great library resources!" The class also brought Shea some pretty awesome thank you cards.

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) HUMANITIES PROGRAM FOR NATIVE AMERICAN HERITAGE MONTH: Staff hosted a virtual talk by Nanibaa Beck through the Arizona Humanities on Metalsmith Matriarchs. We had 13 participants learn history of how female Indigenous Metalsmith Artists have shaped the form.



**TOURISM &
VISITOR SERVICES**

LODGING METRICS:

The metrics were beyond **STRONG!** Up in Occupancy, ADR, and REVPAR for **NOVEMBER 2021 – WELL DONE!**

In November, Flagstaff continued to shine as a destination that folks want to explore, and this demand has kept the tourism economy strong in our amazing mountain town.

The accommodations industry in Flagstaff took a strong stance on rate again for the month of November but this did not affect occupancy to the degree in which it was down, in fact, both Occ and ADR were strong. This tells a story of very high demand for Flagstaff.

November	2019	2020	2021	Diff
OCC	60.9%	60.5%	70.0%	+15.7%
ADR	\$91.05	\$86.39	\$110.58	+28.0%
RevPAR	\$55.46	\$52.31	\$77.45	+48.1%

VISITOR SERVICES:

- **WALK-INS** still down
- **RETAIL** is up by 36%!!!
- **MODEL TRAIN:** Model Train ran 169 times in the month of October.

Visitor Center –November 2021

November	2019	2020	2021	+/- 2020	+/- 2019
Walk-ins	8,477	5,284	7,310	38%	-14%
Retail Sales	\$18,391	14,811	\$25,033	69%	36%

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 1 Lead was sent out in the month of November for a total of 165 room nights and total estimated economic impact of \$41,085.

CLIENT EVENT: Staff co-hosted a client event in Phoenix with several Arizona CVB's (Tucson, Scottsdale, Phoenix and Mesa) to showcase our cities and services that the CVB's can offer to Arizona Meeting Planners.

ARIZONA SOCIETY OF ASSOCIATION EXECUTIVES (AzSAE): Staff presented on a CVB Panel at the annual leadership forum. The panel included a presentation and Q & A discussion on meetings looking forward and partnership opportunities between CVB's, Planners and Hotel properties.



TRAVEL TRADE:

MEETINGS/EVENTS:

- **IPW TRADE MEETING:** Follow-up performed to 75 travel companies we previously met with in Vegas.

- Sister Cities Survey eblast
- Webinars: Brand USA Updates, US Travel; Arizona Office of Tourism
- Brand USA Travel Week – 33 appointments with European travel companies
- London Client Luncheon

MARKETING & MEDIA:

- Visit USA Germany newsletter content
- AlliedTPro Travel Ad creation
- Visit USA France 2022 Travel Planner Ad completed (attached)
- Vacations & Travel Australia Ad/Editorial content started
- Visit USA Parks 2022 campaign – initial strategy discussion
- Content submitted for Visit USA UK ½ page Ad
- USA-Reisen Travel Germany – podcast script completed

MARKETING & MEDIA RELATIONS:

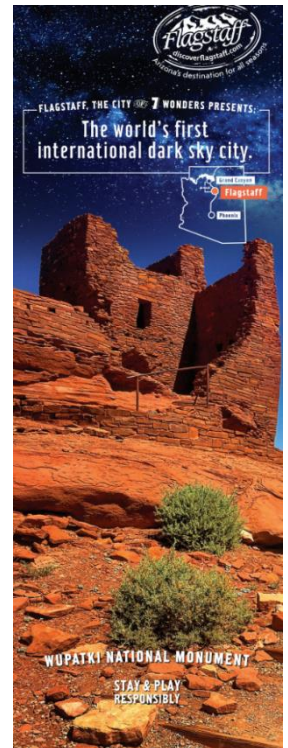
MARKETING & MEDIA RELATIONS: (45 print articles and 349 digital articles.)

November showcased increases across all platforms and resulted in a 1100% increase in Advertising Value Equivalent (AVE) compared to 2019 and a 350% increase in REACH compared to 2019

- Print (circ: 800k/value: \$8k)
- Broadcast (reach: 14.5m/value: \$134K)
- Digital (reach: 2.4b/value: \$22m) International Coverage (circ. 640m/value: \$5.9M)

Here were some featured highlights:

- Lowell Observatory re-opening and live streaming events
- Arizona Snowbowl opening/delay/re-opening
- Several articles published by hosted travel writers as well as Flagstaff holiday activities
- Teresa Otto, Julie Diebolt Price, Tim Leffel and El Imparcial published articles as a direct result of Discover Flagstaff efforts and on-going press contact with writer, Roger Naylor, positioned Flagstaff in Arizona Republic and Yahoo stories about holiday lights
- Broadcast coverage focused on Arizona Snowbowl skiers and snowboarders and the Travel Channel continues to run Most Terrifying Places highlighting Hotel Monte Vista
- Flagstaff's public art murals received attention with state and Mexico press
- Lowell observatory was particularly pleased with their live stream covering the lunar eclipse garnering attention of more than 85,000 viewers on their YouTube channel and Forbes coverage valued at \$65,000 with a reach of 637,000
- Discover Flagstaff procured 12 stories and had five media assists
- Print (circ: 800k/value: \$8k)
- Broadcast (reach: 14.5m/value: \$134K)
- Digital (reach: 2.4b/value: \$22m) International Coverage (circ. 640m/value: \$5.9M)



Please enjoy the article mentions below:

Skip the Snobby Slopes. Check Out These Under-the-Radar Ski Destinations Instead:

<https://www.fodors.com/news/photos/skip-the-snobby-slopes-check-out-these-under-the-radar-ski-destinations-instead>

New murals celebrate Flagstaff's Black, Latino and Indigenous pioneers and heritage:

<https://www.azcentral.com/story/news/local/arizona/2021/11/04/new-murals-celebrate-flagstaffs-black-latino-and-indigenous-heritage/6271138001/>

Classic Hotels & Resorts – Unique amenities, iconic destinations: <https://businessviewmagazine.com/classic-hotels-resorts-unique-amenities-iconic-destinations/>

5 Quaint Arizona Towns That Could Star In A Hallmark Christmas Movie: <https://www.travelawaits.com/2702877/arizona-hallmark-christmas-movie-towns/>

¿Buscas un lugar con murales impresionantes? Échale un ojo a Flagstaff (El Imparcial hosted):

<https://www.elimparcial.com/sonora/arizona/Buscas-un-lugar-con-murales-impresionantes-Echale-un-ojo-a-Flagstaff-20211111-0038.html>

13 Unique Things to Do In Flagstaff, Arizona In Every Season (Teresa Otto hosted):

<https://www.travelawaits.com/2707212/things-to-do-in-flagstaff-every-season/>

Shine on! Here are Arizona's best Christmas lights displays and holiday events for 2021 (Roger Naylor):

<https://news.yahoo.com/shine-arizonas-best-christmas-lights-130114766.html>

5 Reasons Flagstaff, Arizona Is Perfect for Stargazing (Julie Diebolt Price hosted):

<https://www.travelawaits.com/2708076/flagstaff-reasons-its-perfect-for-stargazing/>

Blood Moon Eclipse 2021 YouTube Live Stream Links: Five Places to Watch The Longest Partial Lunar Eclipse This Century:

<https://www.forbes.com/sites/jamiecartereurope/2021/11/16/blood-moon-eclipse-2021-live-streams-five-places-to-watch-the-longest-lunar-eclipse-this-century-on-youtube/>

Motel Du Beau – Retro Cool in Historic Flagstaff AZ (Tim Leffel hosted): <https://www.hotel-scoop.com/motel-du-beau-flagstaff/>

8 Fantastic Restaurants to Try In Flagstaff, Arizona (Julie Diebolt Price hosted): <https://www.travelawaits.com/2710687/best-flagstaff-restaurants/>



7 OF 18 Arizona Snowbowl

WHERE: Flagstaff, Arizona

Skiing? In Arizona? Yes, and Arizona Snowbowl is actually deeper than most people initially think, its 2,300-foot vertical drop is actually higher than many other comparable, popular U.S. ski resorts such as Alta, Brighton, Solitude, Durango, Brian Head, Eagle Point, or Wolf Creek. Nearby, the relaxed mountain town of Flagstaff hosts numerous friendly bars and restaurants.

Forbes


Nov 16, 2021, 10:00am EST | 38,280 views

Blood Moon Eclipse 2021 YouTube Live Stream Links: Five Places To Watch The Longest Partial Lunar Eclipse This Century

Jamie Carter Senior Contributor @ Science

Follow

Listen to article 5 minutes



A Partial Eclipse of the moon begins on May 16, 2021 in Auckland, New Zealand. It is the first total... (1) 4777 WAG21

UPDATE: The partial lunar eclipse has happened! Here are some spectacular photos of a 94% eclipsed Moon from around the world and here's when the next "Blood Moon" lunar eclipses are.

An eclipse of the Moon on Friday morning will see our natural satellite turn a red or copper color for a few hours as seen from North America, South America, Australia and East Asia. Here's a reliable YouTube livestream—with plenty of other options below.

HotelScoop

What are you looking for?

HOME ABOUT HOTEL SCOOP CONTACT TAGS DISCLOSURE AND

Motel Du Beau – Retro Cool in Historic Flagstaff AZ

If you are driving toward downtown Flagstaff, Arizona and are trying to find Motel Du Beau, it might be easier if you're in a convertible. Then you can just look up. Their massive neon sign was meant to be seen from far and wide when the place opened in 1929.



Back then, automobiles were still a luxury item and roadside motels were just starting to pop up. Canadian founder Albert E. Du Beau wanted to cater to the discerning members of this clientele, so he opened a motel with covered parking, tile bathrooms, carpeting, and double beds. All swanky offerings at the time.

ACTIVITIES & INTERESTS TYPES OF TRAVEL NEEDS & TIPS INSPIRE RETIRE BOOK A TRIP

DESTINATIONS > UNITED STATES > ARIZONA

5 Reasons Flagstaff, Arizona Is Perfect For Stargazing

JULIE DIEBOLT PRICE



Flagstaff, Arizona, is perfect for stargazing because of its mountain landscape, good weather, and citizens' guardianship of the environment. At 7,000 feet elevation, Flagstaff enjoys four seasons and is in the world's largest contiguous ponderosa pine forest.

MO: POPU STOR

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- Analytics supporting the usually reported subjects -- sessions, page views -- were down when compared to both 2019 and 2020. Largely, the month's strengths resulted from landing page content performance –
 - Things to Do increased 44%,
 - Winter events/holidays increased 65%
 - Plan Your Trip increased 83%
 - 200 opt-ins for e-communication.
- As a result of a drop-in sessions and page views, an adjustment has been made for December's and January's digital strategies which include optimizing campaigns for website traffic but continuing to embrace attribution. This includes more bidding for CLICKS versus bidding for IMPRESSIONS, run more toward Google PPC, and added retargeting audiences.

EMAIL CAMPAIGN:

Email campaign benchmarks are set at 17% open rate and 3% Click Thru Rate (CTR) by trustworthy sources such as Mail Chimp and Campaign Monitor. The Flagstaff Local email campaign will reach its year anniversary in February 2022, and then begin reporting on Year over Year (YOY) comparisons.

The November email drip was sent to our master list of 18,441 contacts with a focus on upcoming winter happenings and events. YoY comparison are as follows:

November 2020

- Dining
 - Reach 112
 - Open 52%
 - CTR 13%
- Overnighters
 - Reach 466
 - Open 46%
 - CTR 12%
- Outdoors
 - Reach 367
 - Open 37%
 - CTR 8%

■ November 2021

- Reach 18,441
- Open 33%
- CTR 1%

■ Month over Month (MoM) Comparison to October 2021

- Compared to October, there was a 43% increase in open rate and click-through rate stayed flat. Hoping that adding more links to click on will help improve click-through with the new algorithm.

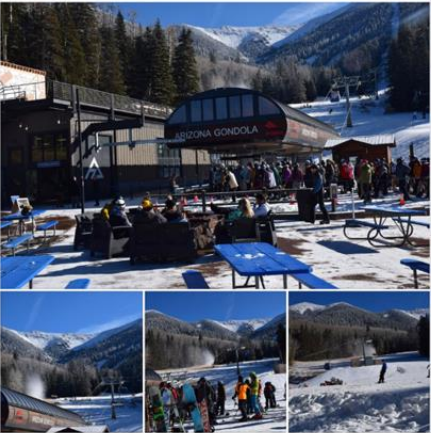

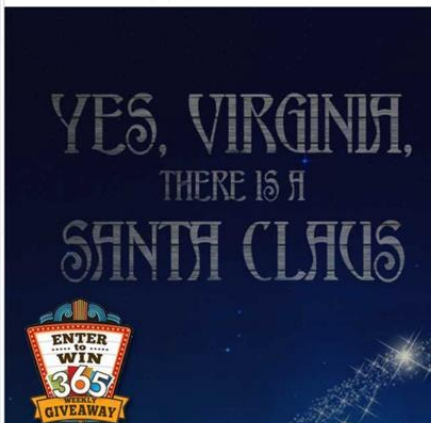
- **The Flagstaff Local e-newsletter** continues to perform strongly with people continuously scrolling to the bottom of the newsletter, with the click-through rate to prove it. The open rate improved MoM, as did the CTR. A send-time of 9:00 am is performing the strongest over any other launch time for this email campaign. Content focused on Winter donations

- November 2021
 - Open rate 40%
 - Click-through rate 2%
 - MoM Comparison to October 2021
 - Open rate 28%
 - CTR 1%
- MoM 42% increase to open rate and 100% increase to CTR
 - CTR increased due to adding more links to the email to generate higher click-through after the new algorithm decreased overall CTR.

SOCIAL MEDIA:

Analytics compare 2021 to 2020 and pre-COVID 2019 (Looking at Month over Month (MOM) rather than Year over Year (YOY):

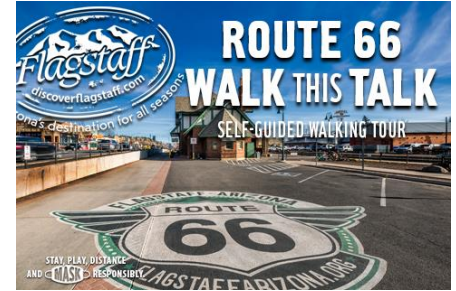
- Facebook has declined in monthly likes for 2021 in comparison to both 20 and 19. "As of the end of 2020, organic reach is still on the decline. The average reach for an organic Facebook post is down to 5.2%. Meanwhile, the average engagement rate in 2020 for an organic Facebook post was 0.25%." <https://blog.hootsuite.com/facebook-algorithm/>
- YouTube has shown growth from 2020 at 145% but not from 2019 at -80%.
- Instagram has shown growth from 2020 at 94% but not from 2019 at -50%.
- Twitter impressions are down 89% from 20 and 82% from 2019
- Flagstaff 365 Page views have grown by 81% and the Discover Flagstaff Events page has grown by 225% since 2020. When compared to 2019 the page views are down by 31% and the events page has grown by 144%.

<p>Discover Flagstaff November 24 · 🌐</p> <p>Today was opening day at Arizona Snowbowl. It's the official start of the 2021-2022 winter season. The Arizona Gondola is now open from 9am - 4pm offering access to expert terrain only. #StayPlayandHolidayResponsibly</p>  <p>Get more likes, comments and shares When you boost this post, you'll show it to more people.</p> <p>20,405 People reached 1,533 Engagements Boost post</p> <p>👍👍👍 339 13 Comments 44 Shares</p>	<p>Flagstaff Local 6d · 🌐</p> <p>'Tis the season to pay it forward! After Black Friday shopping, use some of those savings for a gift that keeps on giving! Create #YourGivingAdventBox with us. It's EASY!</p> <p>On December 21st, drop off Your Giving Advent Box at @FlagstaffFamilyFoodCenter located on 1903 N 2nd St or 3805 E. Huntington Drive. There will also be an additional drop-off location at the Flagstaff Visitor Center located on 1 E Rt 66 where a refrigerated food truck will be waiting! #Flagstafflocal #Myactionsmatter https://www.flagstafflocal.com/my-actions-matter/</p>  <p>Get more likes, comments and shares When you boost this post, you'll show it to more people.</p> <p>4,408 People reached 52 Engagements Boost post</p> <p>👍👍 Erin Creekmur, Mike Russell and 5 others 7 Shares</p>	<p>Flagstaff365.com November 19 · 🌐</p> <p>Win two Tickets to the upcoming Theatrikos production of Yes Virginia, there is a Santa Claus. Drawings held every Wednesday. Enter today! #Flagstaff365 #StayPlayDistanceandMaskResponsibly https://flagstaff365.com/365-weekly-giveaway/ Theatrikos Theatre Company</p>  <p>Get more likes, comments and shares When you boost this post, you'll show it to more people.</p> <p>3,726 People reached 21 Engagements Boost post</p>
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CREATIVE SERVICES:

ADVERTISING:

- Created over 170 digital ads for Nov-Dec **Datafy** supporting: Airport flights (Dallas, Denver and Verde Valley markets), pet-friendly hotels, dining/breweries, Route 66 Walk This Talk, holiday lights, Winter Wonderland, FSO Nutcracker ballet, Great Pine Cone Drop, Snow-ometer (to be released with snow forecast), Flagstaff 365 Sweepstakes, and Winter Stay & Play Sweepstakes; created 4 digital ads for **TripAdvisor**; created 10 digital banners for Giving Advent Box (for social use). Created print ads for **Arizona Highways Magazine**, **Arizona Drive Guide**, **Phoenix Magazine** and **Route Magazine**.
- LEGENDS DISTRICT BILLBOARD (PHOENIX)**: Presented concept sketch to Tourism Commission; continued art direction with illustrator on final color artwork. Installation of billboard is planned for late February.
- 2022 FLAGSTAFF OFFICIAL VISITOR GUIDE**: Production in process; RFOs sent to commercial printers.
- HIGHLANDS LIVING MAGAZINE**: Created full page advertorial for Highlands Living Magazine
- 12NEWS**: Created KPNX Tickers and video for Ch12 promoting winter safety
- STAY, PLAY & HOLIDAY RESPONSIBLY LOGO**: Continue to adapt our stay & play responsibly branding.
- HIGHLANDS LIVING ADVERTORIAL**: Designed the Highland's Living advertorial layout for December
- LOCAL ADS**: Designed the December ads for "Your Giving Advent Box"
- AZ REPUBLIC STAY & PLAY INSERT**: Finalized the AZ Republic Stay and Play Winter insert
- STAY & PLAY SWEEPSTAKES PRINT & DIGITAL ADS**: Created the print and digital Stay and Play Sweepstakes ads for the Arizona Republic



STAY, PLAY & HOLIDAY RESPONSIBLY
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CITY JOBS:

- IT & ENGINEERING BUSINESS CARDS**: Updated and printing IT's business cards
- NATIVE AMERICAN HERITAGE FLYER**: Created a flyer for Native America Heritage Month
- ALTERNATIVE RESPONSE LOGO**: Continue working on the branding for the Alternative Response Vehicle
- CITY ATTORNEY**: Assisted the Senior Assistant City Attorney with a template design
- CITY MANAGER**: Worked on city recruitment campaign creative
- PD**: Assisted with video editing for the PD recruitment video

PHOTO & VIDEO: Scheduling photoshoot for Road Trip themed creative



WEBSITE:

- **GREAT PINECONE DROP:** Updated the Great Pinecone Drop landing page
- **WINTER:** Adjusted links and pages on the DF website with winter content focus

PARTNERS AND STAKEHOLDERS:

- **DIVERSITY AND INCLUSION:** Assisted with the Diversity and inclusion presentation for the Coordinator for Indigenous Initiatives
- **HOLIDAYS:** Created a Holiday card for partners and stakeholders
- **GREAT PINECONE DROP:** Met with the Weatherford Hotel to discuss Pinecone Drop campaign and landing page



THANK YOU for your continued support of the Economic Vitality Division for the City of Flagstaff!
We work to enhance your quality of life 365 days a year!!!

